



**i**deation  
Innovate Effectively ▪ Collaborate Securely

Ideation accelerates economic development by allowing intellectual assets to be included in your existing economic development programs.

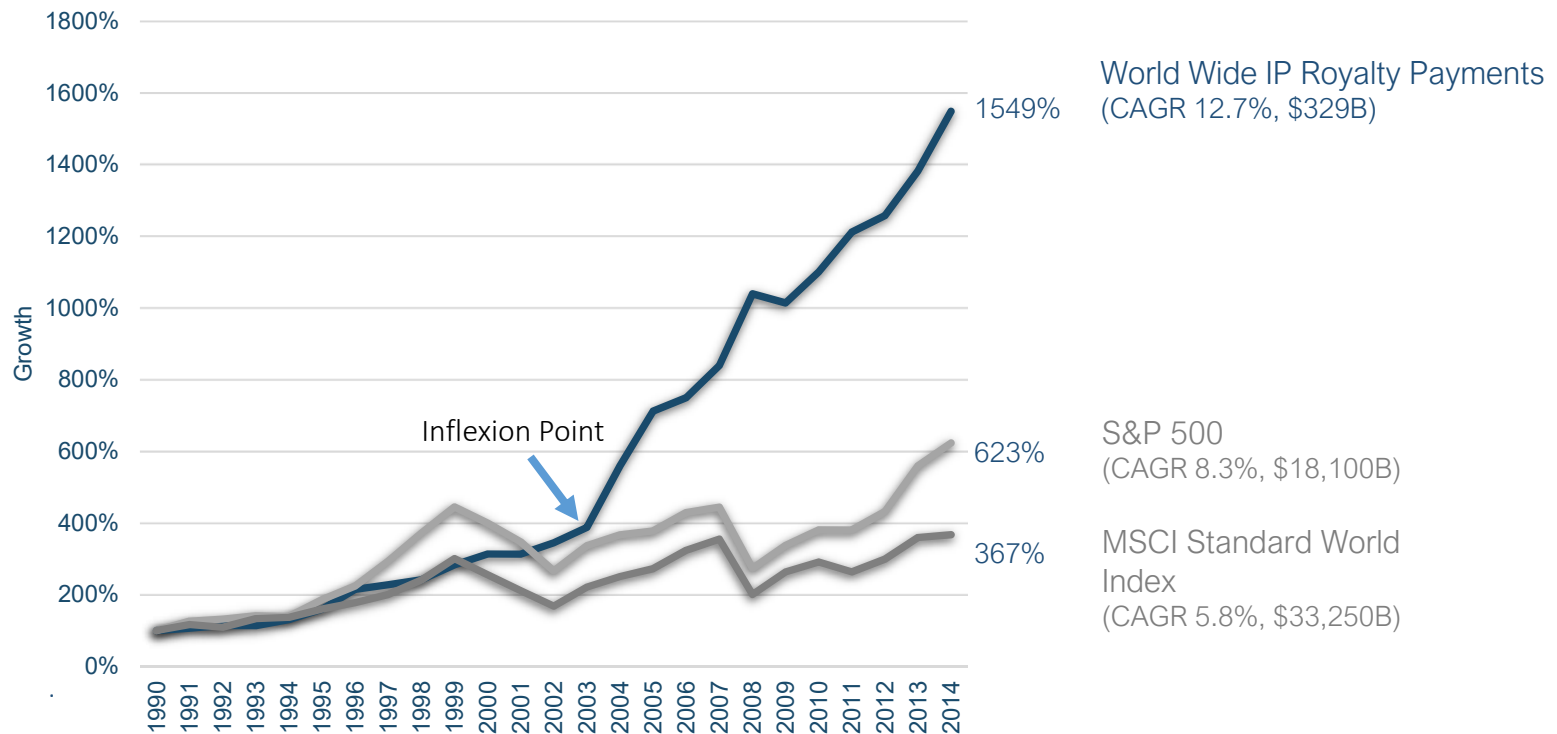
It provides a secure suite of software that allows organizations to manage their innovation, build a secure repository of their IP and link together with other universities, companies and government agencies to form an effective innovation ecosystem to provide a foundation for economic growth.



# The emerging intangible economy

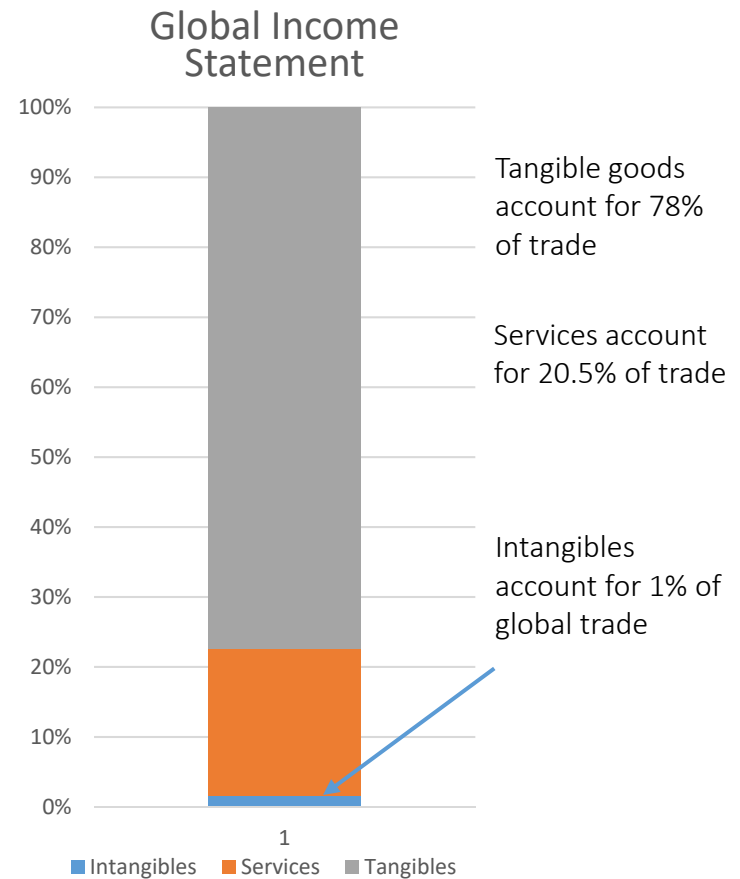
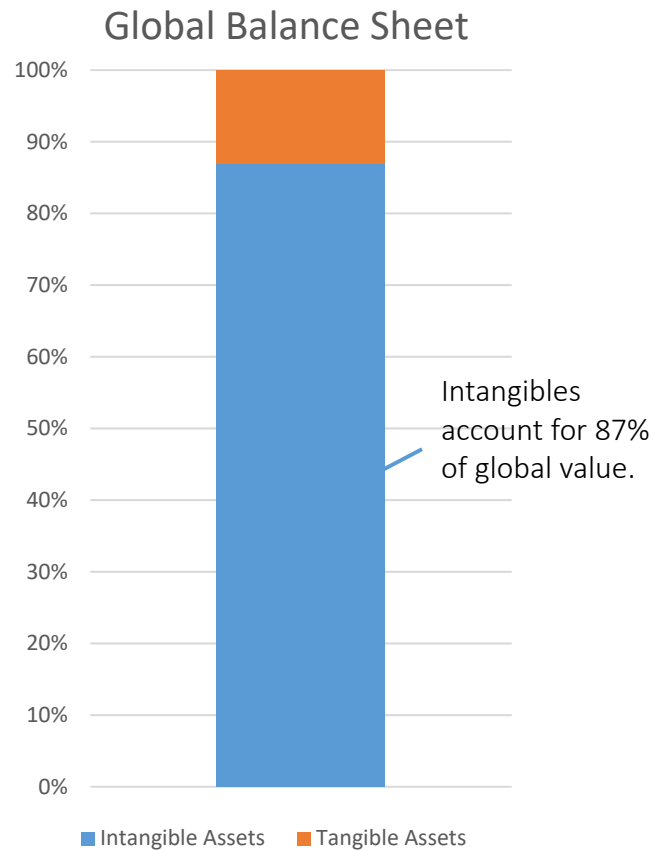
## Just beginning but growing fast

In the last decade there has been a substantial increase in the trade of intangibles and while it still accounts for only 1.5% of total trade the next slide illustrates how far this growth can go . . .

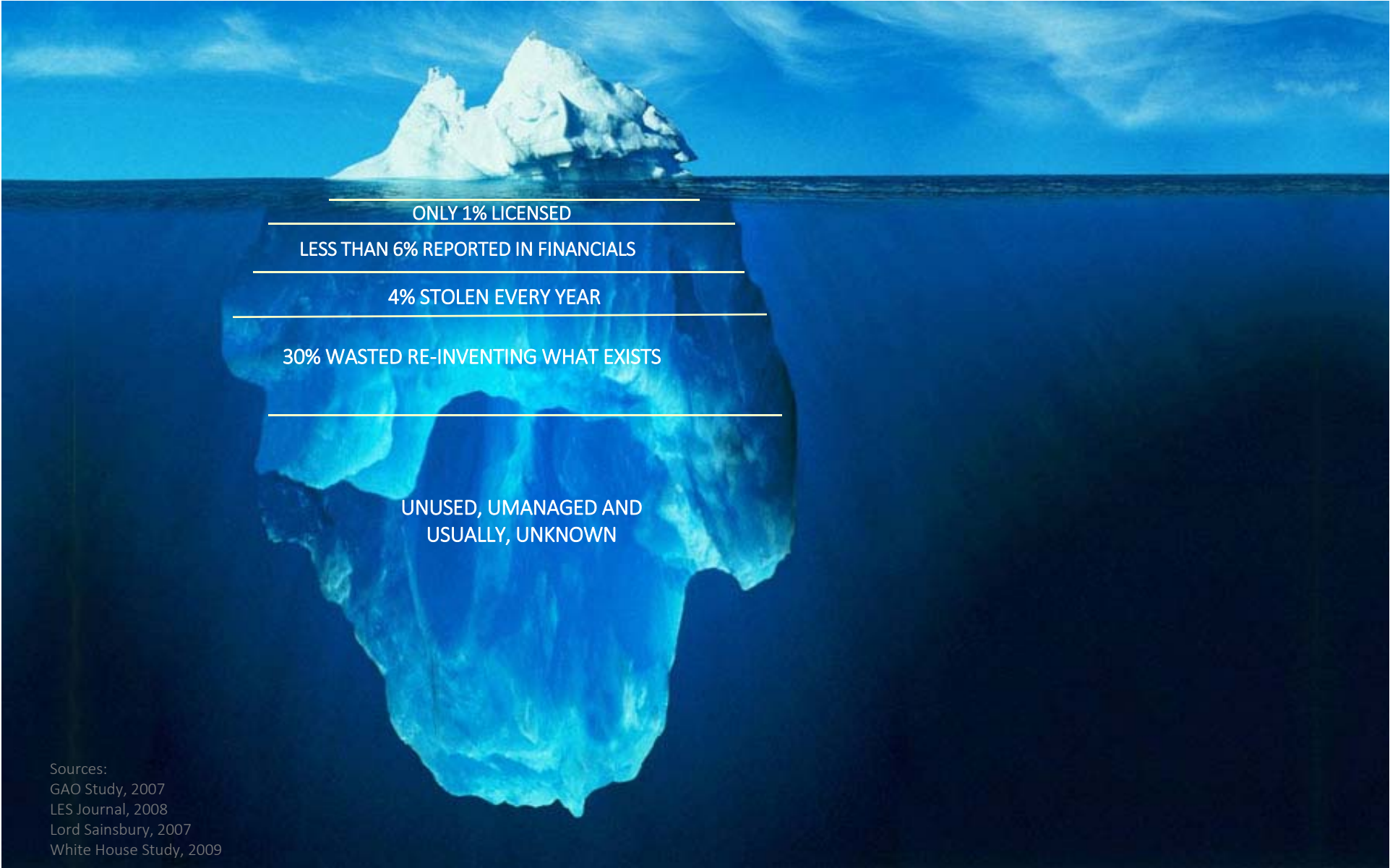


Source: World Bank, Google Finance, MSCI, 2015

Intangible assets account for 87% of global value yet less than 1% of global trade



Intangible trade is growing with a 12.7% CAGR & tangible trade is growing with a 2.8% CAGR



ONLY 1% LICENSED

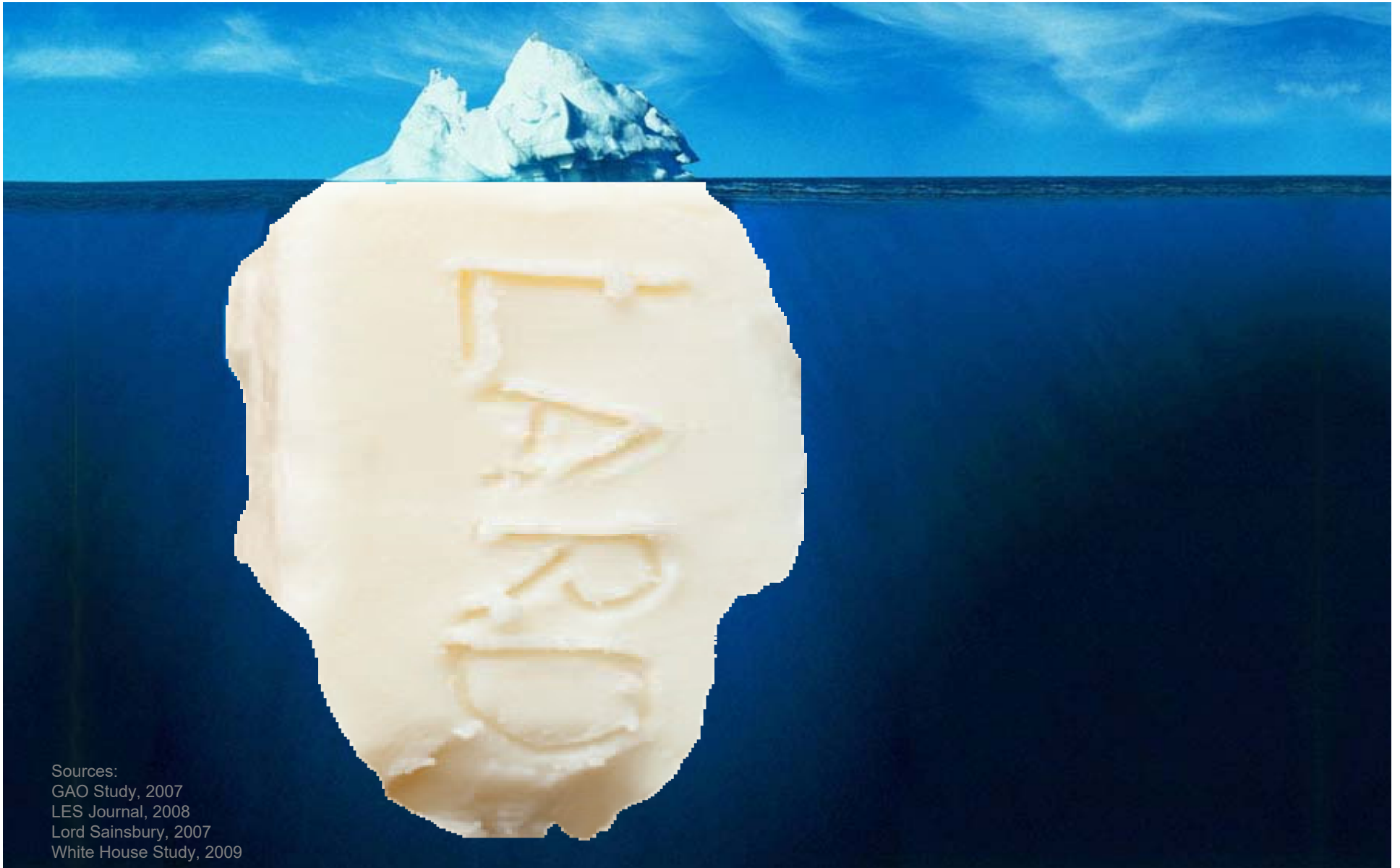
LESS THAN 6% REPORTED IN FINANCIALS

4% STOLEN EVERY YEAR

30% WASTED RE-INVENTING WHAT EXISTS

UNUSED, UMANAGED AND  
USUALLY, UNKNOWN

Sources:  
GAO Study, 2007  
LES Journal, 2008  
Lord Sainsbury, 2007  
White House Study, 2009



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Why do so few  
ideas become  
realized?



"It is important that we address the management of innovation, and I hope that this book will make an initial contribution to this critical area."

— Carl Icahn  
Financier, innovator, and philanthropist

"This book starts this discussion of how we can better help innovation become realized and discusses the profound impact this could have on our economy and our society."

— Sir David Cooksey  
Chairman of the Committee of Non-Executive Directors of the Bank of England

"The more we can make a fertile ground for new ideas and innovations the better. The ideas in this book go a long way in showing you how to do this!"

— Lee Iacocca  
Former Chairman of Chrysler

"Being engaged for almost a decade in making managers and investors aware of the challenges and potential of intangible investments and the consequent innovation, I welcome a book that brings this message to a broader audience."

— Baruch Lev  
Founder and Director, The Intangibles Research Project, New York University

"Too many artists (and businessmen) fail to value their intellectual rights and all lack an efficient means of benefiting from them."

— Ron Aitbach  
Concert pianist, investment banker, and former member of the Beach Boys

"A challenge is that to commercialize innovation you have to move quickly and be in a continual process of self-obsolencescence. You have to keep reinventing your own products."

— Craig Fields  
Former Chairman, Defense Science Board and  
Director, Defense Advanced Research Council (during invention of Internet)

"Each production is an idea that grows and gathers other ideas until the final event. The management of this creative process is the challenge."

— Don Mischer  
Event creator and winner of thirteen Emmys

"If we can commercialize just a portion of the defense and intelligence research as suggested, then it is a huge benefit for the taxpayer and society."

— Honorable Ty W. McCoy  
Former Acting Secretary of the Air Force and Chairman, Space Transportation Association

**We felt these problems were so important that we wrote a book on the topic. It was well reviewed by industry leaders such as Carl Icahn, Lee Iacocca and Sir David Cooksey (above). They encouraged us to build the solutions outlined in the book . . .**

GRAHAM  
BACHMANN

IDEATION  
THE BIRTH AND DEATH OF IDEAS

# IDEATION

## THE BIRTH AND DEATH OF IDEAS

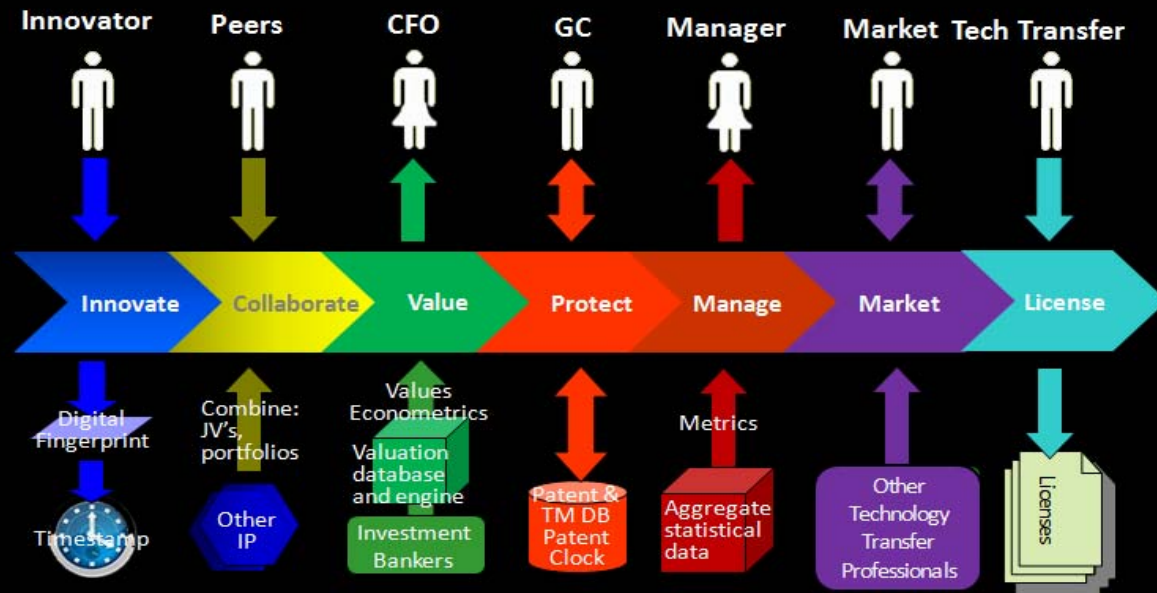


DOUGLAS GRAHAM AND THOMAS T. BACHMANN



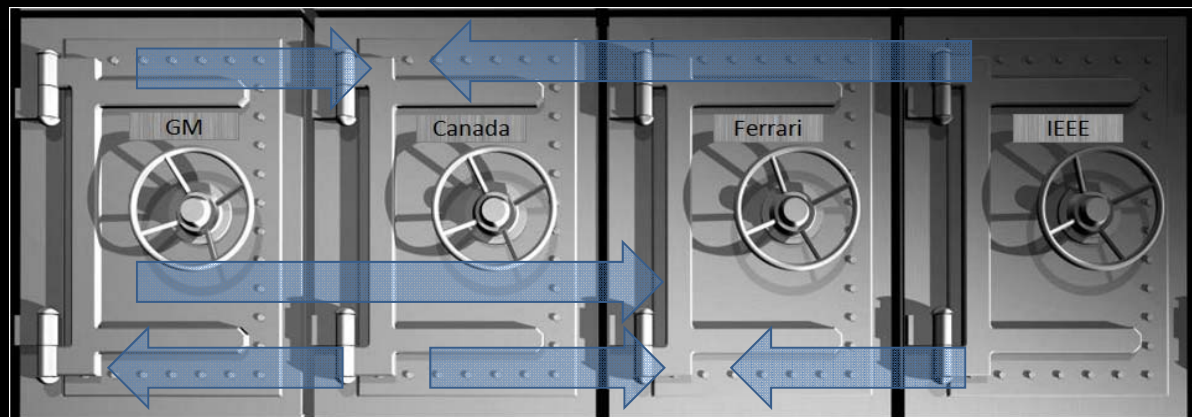
# The Solutions in Summary

AN INNOVATION ERP (that can be white labeled for your firm) provides organizations with a secure cloud based software tool that enables them to capture, protect, value, manage, insure, license and securitize their intellectual assets and address the challenges.



## A SECURE, TRUSTED COMMUNITY

Ideation has developed a means of linking clients together in such a way that they can enjoy the benefits of open innovation while maintaining the confidentiality and anonymity of closed innovation.



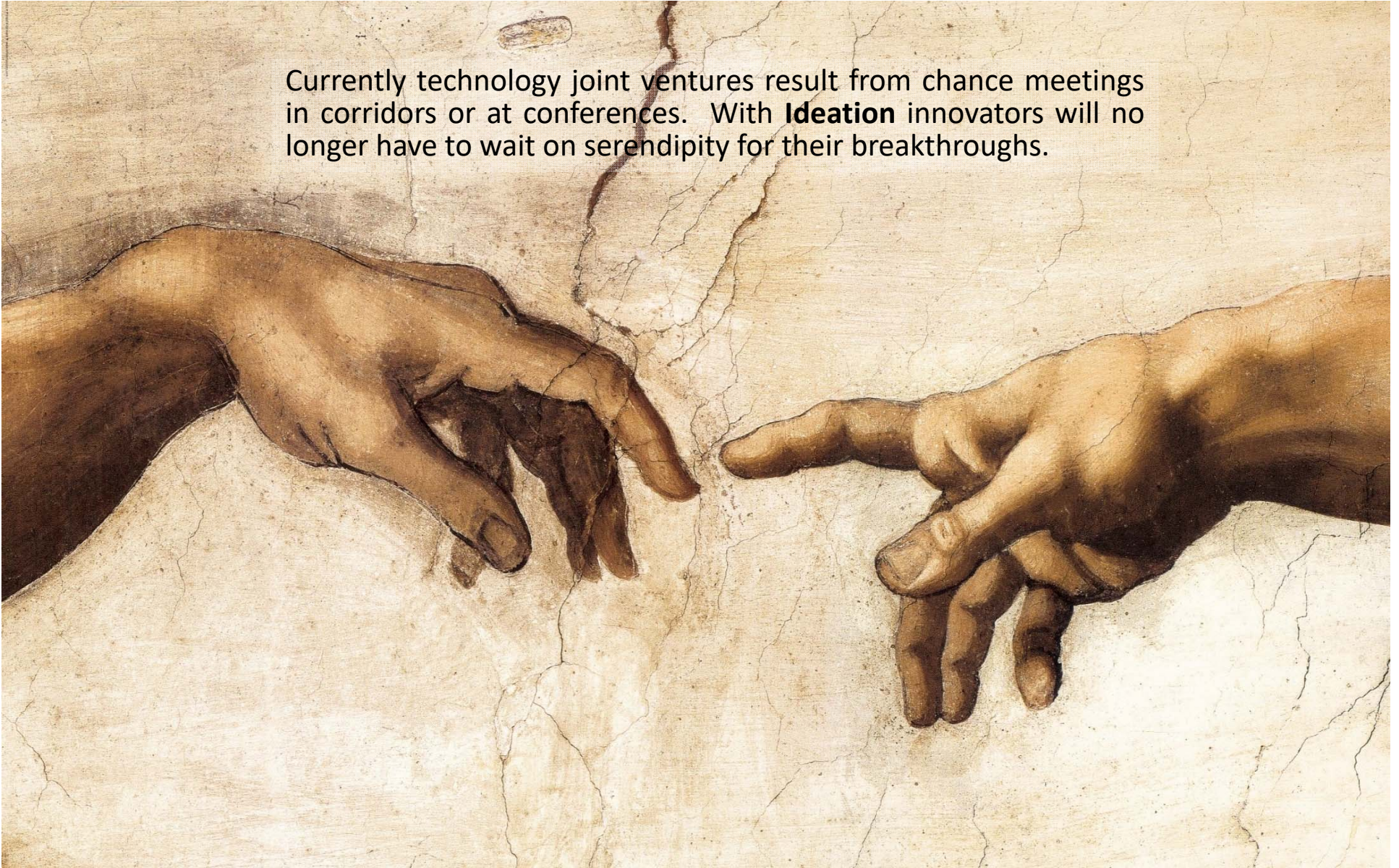


## The core problem of the 'Innovation Paradox'

While we all espouse collaboration and joint venturing in reality we are isolated islands keeping our innovation secret to keep it away from a few competitors. At the same time we are keeping it away from hundreds of non-competitive potential collaborators who do not even know of our existence.

**Ideation** helps solve this problem of how to market and license your innovation while still maintaining confidentiality and anonymity.

Currently technology joint ventures result from chance meetings in corridors or at conferences. With **Ideation** innovators will no longer have to wait on serendipity for their breakthroughs.



**Any organization can  
build their own  
white-labelled  
innovation  
ecosystem**



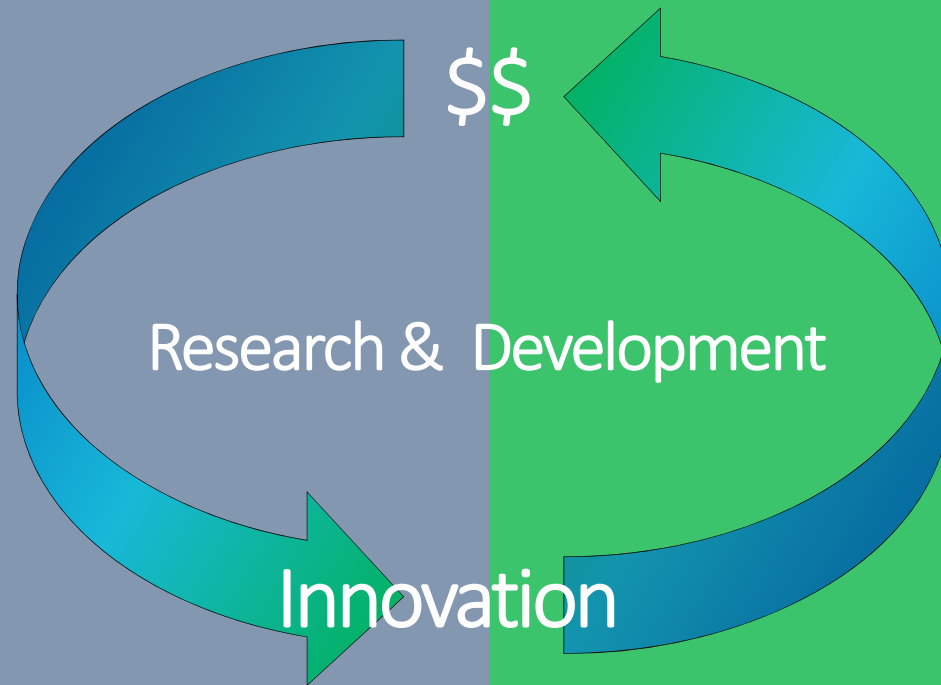
## Collective creativity

Keith Sawyer of Washington University has coined the term *Group Genius* to refer to the way groups are more creative than individuals working alone. We need to link innovators together while still protecting their confidentiality.



# University & industry collaboration

Universities

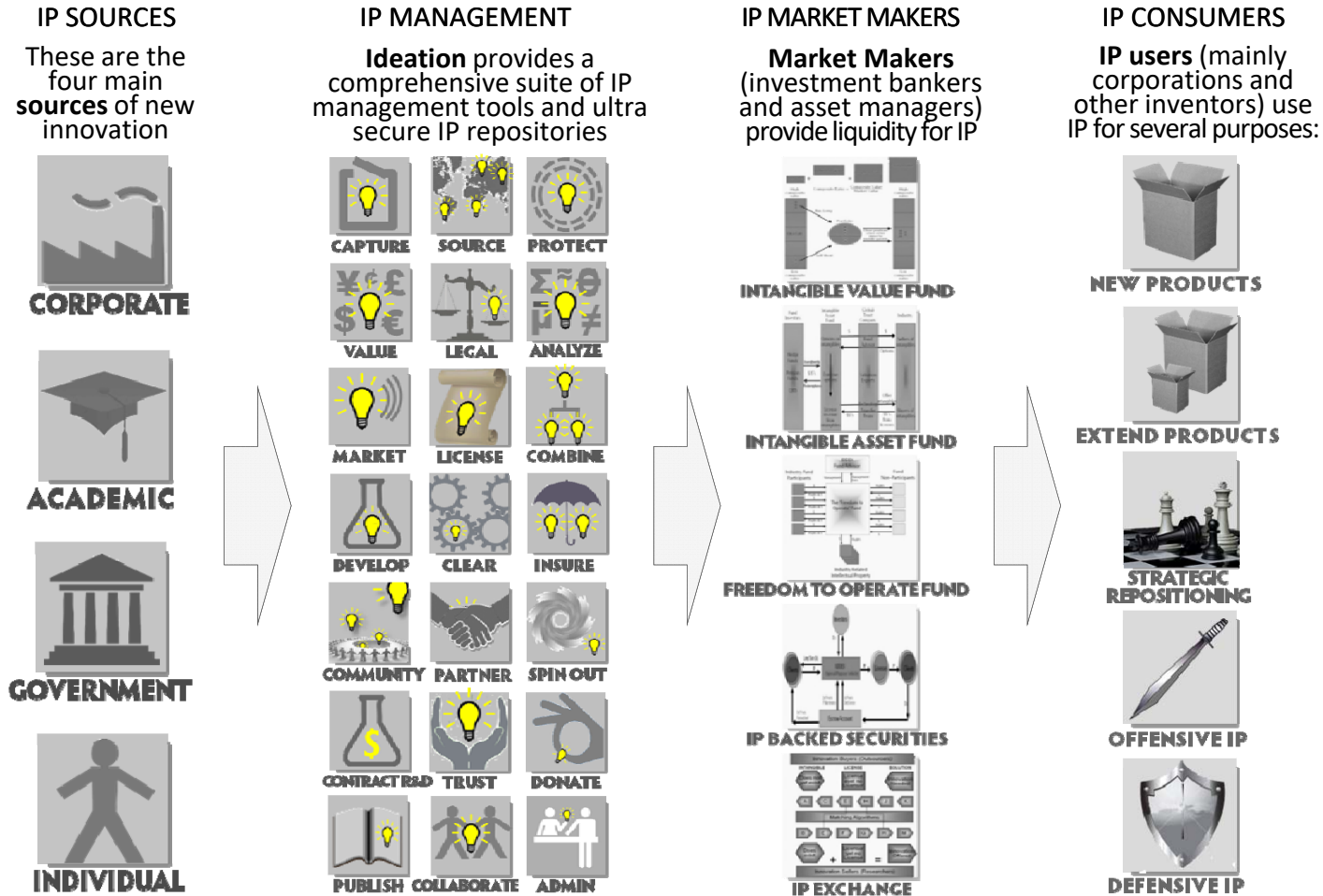


Industry

There should be a virtuous circle between universities and industry that turn funds into innovation and innovation into funds.

# The Innovation Ecosystem: Government

**Ideation** allows each organization to participate fully in the innovation ecosystem while still maintaining confidentiality and, if wished, anonymity.





“Between the idea and the reality falls the shadow”

T. S. Elliot

## Prior Industry Wide Initiatives



**OASIS** was the winning bid to a FERC RFP that deregulated wholesale electrical markets. The system **trades \$32 billion annually** and won a **Gartner Award**.



**Menu** The International Software Database **170,000 software programs** all available for sale and many downloadable. Sold to Micom.



**ArtSearch** 25,000 original works of art available for sale online. Patent created pivotal in eBay litigation and has over **150 citations**. Sold to GE.



**Capablanca:** 30,000 searchable **chess** moves, statistically analyzed adjusting for ELO ratings. Worked with Ken Thompson (UNIX), Dennis Ritchie ('C') and Mikhail Botvinnik (3 times World Chess Champion). Sold to Elsevier.



**NICC** Linked 2,000 advertising agencies with 3,000 newspapers to create a **market for nationwide advertising**. Sold to Associated Press.



**Nevada SportsBook** Built the **first statewide sports betting system** subject to Nevada Gaming Commission requirements.



**Furs.com** A global exchange for this \$40 Billion industry with a **DNA database** from sample strands that ensure authenticity from pelt to garment. Being sold to LVMH.



**NetAid** Working with UN, KPMG and Cisco linked 10,000 charities and NGO's to donors in largest web infrastructure built to date. **1 billion hits on launch day**.



**Ideation** A global database of innovation both known and unknown that can then allow financial products to address this critical yet unmanaged asset class . . .



Thank you  
for listening!

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**ideation**